

**PHILIP MORRIS USA****INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** Arun Sinha**DATE:** September 7, 1995**FROM:** Karen Miller**SUBJECT:** Basic Focus Groups

Focus groups have scheduled in San Diego on Wednesday Sept. 18 to explore smoker attitudes/imagery re Basic and GPC in a strong GPC market. All groups will be among non-mentholregular/occasional Basic or GPC smokers aged 21-45 years. Additional groups will be scheduled in Charlotte during the month of October. The specific times and facility location are shown below, directions for getting to the facility are attached.

**San Diego - Wednesday, Sept. 20****Taylor Research****1545 Hotel Circle So., Suite 350****San Diego, CA 92108****800/922-1546****619/299-6368**

1:00 pm

Male, Basic, 30-45 years

4:00 pm

Female, Basic 21-29 years

5:30 pm

Male, GPC, 21-29 years

7:00 pm

Female, GPC, 30-45 years

Please let me know who will be attending.

I'll be staying at the Stouffer Renaissance in Chicago and the La Valencia in La Jolla.

cc: D. Beran  
G. Blumenthal  
J. Bonhomme  
A. Friedland  
R. Kligerman - LBC  
K. Lalley - LBC  
N. Nicholes  
L. Schwartz

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